



# The Power 30

**T**he recession, downturn or whatever you call it, has dented most kinds of lists—lists of billionaires, lists of most valuable companies, lists of top recruiters and so on. But there is one list that has grown when others shrank—BT's list of the Most Powerful Women in Indian Business. As we researched for the seventh edition of our list, we were confronted with an embarrassment of riches. Successful women leaders are dotting the Indian business landscape in far greater numbers than ever. Result: our list is of 30 jewels. Many "regulars" in our list have added more to their power in the past one year. Two large and rapidly-growing private banks are headed by women today, which wasn't the case last year. Though banking and finance still dominate the list, woman power is growing exponentially in the business of Bollywood, consumer goods and public relations. Our list captures this too. Check out the new faces and the new achievements of the old ones.

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# VINITA BALI

52, MD, Britannia Industries

Once again in the BT Power List. Does it still enthuse you? What enthuses is the work that "the list" recognises.

Your definition of power—has it changed over the years? It evolves... as you reflect on new experiences—but fundamentally for me, power is about creating the context and environment where the right things happen.

New lessons learnt in 2009. The discretion and judgement to know when to push and when to be patient in a volatile and unpredictable market!

New frontiers conquered in 2009. Global recognition for the work Britannia is doing in the area of kids nutrition, at the "Clinton Global Initiative," for example.

What next? More transformative change.

AS TOLD TO RAHUL SACHITANAND



## List according to alphabetical order of surnames

- Vinita Bali
- Shobhana Bhartia
- Neelam Dhawan
- Farah Khan NEW ENTRANT
- Naina Lal Kidwai
- Chanda Kochhar
- Roopa Kudva BACK IN THE LIST
- Kiran Mazumdar-Shaw
- Zarina Mehta
- Zia Mody
- Kalpna Morparia
- Vishakha Mulye BACK IN THE LIST
- Leena Nair
- Sunita Narain
- Amrita Patel
- Rajshree Pathy NEW ENTRANT
- Swati Piramal
- Urvi Piramal NEW ENTRANT
- Meher Pudumjee NEW ENTRANT
- Madhabi Puri-Buch
- Niira Radia NEW ENTRANT
- Chitra Ramakrishna
- Preetha Reddy
- Shikha Sharma
- Mallika Srinivasan
- Renu Sud Karnad
- Jyotsna Suri NEW ENTRANT
- Ashu Suyash
- Sangeeta Talwar BACK IN THE LIST
- Jayshree Vyas NEW ENTRANT

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NISHIKANT GAMRE

## KIRAN MAZUMDAR-SHAW

56, Chairman & MD, Biocon

**Once again in the BT Power List. Does it still enthruse you?**  
Yes, very much.

**Your definition of power—has it changed over the years?** It has gone from a feeling of recognition to a sense of an important national responsibility.

**New lessons learnt in 2009.** The absence of even the semblance of National Health System in India, which compelled me to work with Dr Devi Shetty to develop the first private sector micro-health insurance system.

**New frontiers conquered in 2009.** Backed a scientist-entrepreneur in the US to develop next-generation mono-clonal antibodies for cancer and promoted a company IATRICa to pursue this innovation.

**What next?** To transform Biocon into an innovative and global biopharma giant.

AS TOLD TO RAHUL SACHITANAND

## ROOPA KUDVA BACK IN THE LIST

46, CEO and MD, Crisil & Region Head-South Asia, Standard & Poor's

**H**er secret dream: to be a part of every credit or lending decision made in India, and to make India a hub for all s&p ratings in the South-East Asian region. Roopa Kudva, who took up the s&p post recently, wants the international rating agency to play a pivotal role in capital flows in and out of the region. Crisil's rating coverage has grown nearly eight times since 2008. From 400, the number of firms being rated has gone up to 3,000. Besides, its small and medium enterprises (SME) rating business, started in middle of last year, has got 7,000 ratings under its fold.

When the financial meltdown in the US put rating firms under the scanner, Kudva and her team promptly stepped up communications with its users of ratings. Crisil, a 51 per cent subsidiary of s&p, started sending out rating alerts to investors and general public even before a company was downgraded or upgraded. It also launched a product to measure the complexity level of financial products, and Kudva hopes it will become the key factor in every financial product bought or sold in India.

RACHNA M. KOPPIKAR



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